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## E-book with Integrated Social Features

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### ABSTRACT

Users read e-books on different devices that may connect to a network. The techniques of this disclosure utilize information from a user's social network to determine reviews and feedback from the user's friends, media content, and trending topics on the social network that are related to an e-book that a user is reading. Such information is presented to the user on an e-book display device in the form of an overlay. The techniques augment e-books with related content from the web thus providing an enhanced reading experience.

### KEYWORDS

- e-book overlay
- social network
- trending topics
- e-book friend

### BACKGROUND

E-books have become popular in recent years. E-books can be viewed on various devices such as smartphones, e-book readers, tablets, laptops, and others. These devices enable reading on-the-go. Most devices that can display e-books are network connected. E-books are displayed inside software applications that execute on these devices. E-books may be associated with specific users e.g., a purchaser of the book.

Some current applications inform an e-book user of what content their friends are reading. For example, such information may be obtained from people in the user's network

(e.g., a social network), and the information may take the form of marking that a particular book has been read by given users in the social network. However, such information may not include real time information on what a user's friends in the social network are reading. Further, such information may not include what is trending (e.g., on a social network) for a particular e-book that the user is reading.

## DESCRIPTION

This disclosure provides a link between an e-book and the e-book user's social networks. The techniques of this disclosure may be implemented in an e-book reading system. For example, the e-book reading system can be implemented as a software application that can be included or downloaded to a mobile device or other device that is capable of rendering e-books.

Fig. 1 shows an example environment in which the techniques described here may be implemented. A user such as User A 110 uses an e-book display device 120 to view an e-book. E-book display device may include any type of device that can render an e-book, such as a smartphone, a tablet, an e-book reader, a laptop, etc. The e-book display device is coupled to a network 150. A software application that renders e-book on the e-book display device may access one or more social networks 140 through the network. In some examples, the e-book display device may include an e-book reading system that performs various functions described here. In some examples, the e-book display device may also connect to an e-book server (not shown). In these examples, the server and the e-book display device may together form the e-book reading system.

The user's identity on the social network is available (with user consent) to the e-book reading system. For example, the user may log in to the e-book display device with a social network profile, an e-mail address, etc. In some examples, the user may approve the use of

their social network identity for purposes related to the e-book reader e.g., through permission settings. The e-book reading system determines when the user is currently reading and identifies an exact location in the book (e.g., a page number, paragraph number, chapter, sentence, word or context) that the user has read up to. For example, in Fig. 1, the user is reading “Book B” and is currently at Chapter 4.

The e-book reading system utilizes this information to query the social network to determine if any of the user’s friends have read the book. The social network accesses, based on the user’s identity, information regarding friends of user A 142. In some examples, such information includes book reviews and feedback 145 that friends of user A posted to the social network, or posted using their identity on the social network. In some examples, such information includes media content 147 that friends of user A posted to or shared on the social network. For example, media content may include Internet memes, videos, podcasts etc. that are viewed (e.g., listened to or watched) by friends of user A. In some examples, media content includes content that is trending on the social network along with reviews of the book.

In some examples, the social network includes trending topics 144. The e-book reading system identifies trending topics that pertain to the book. The e-book reading system queries the social networks for trending topics. The e-book reading system then matches the trending topics against keywords or phrases from the book. For example, keywords may include book title, author name, character names in the book, storyline etc.

### Example 1

The e-book reading system retrieves book reviews and feedback 145 that friends of user A posted to the social network and presents those to the user as the user is reading the e-book. For example, book reviews and feedback are presented as overlay 130 over the e-book

text. For example, the overlay may be a user interface window that is displayed on top of the content of the book, such that the overlay covers the content partially or totally. another example, the overlay may be displayed in a dedicated section of the e-book user interface. Presentation of such text can help the user determine the opinions of her friends about the book

### Example 2

The e-book reading system determines that the user has read Book B up to chapter 4. The e-book reading system analyzes the reviews and feedback to determine if these reveal important plot points in the book. For example, the e-book reading system does not present to the user reviews that include citations or spoilers from the book. In some examples, the e-book reading system identifies such reviews by matching keywords such as “spoiler alert”. In some examples, the e-book reading system identifies such reviews by matching content from the book, such as character names, chapter titles etc.

### Example 3

The e-book reading system provides links to articles to trending topics 144 related to the book. In some examples, the system displays the articles as overlay. In some examples, the e-book reading system emails the links to the user. Presentation of such information to the user can ensure that the user does not miss out on additional material related to the book, such as information shared by the author. In some examples, the e-book reading system provides media content 147 to the user.

The techniques described in the present disclosure provide users with various advantages when reading e-books. Users may easily determine in real time while they are

reading an e-book, what their friends are reading and also information about the book that is trending on social networks.

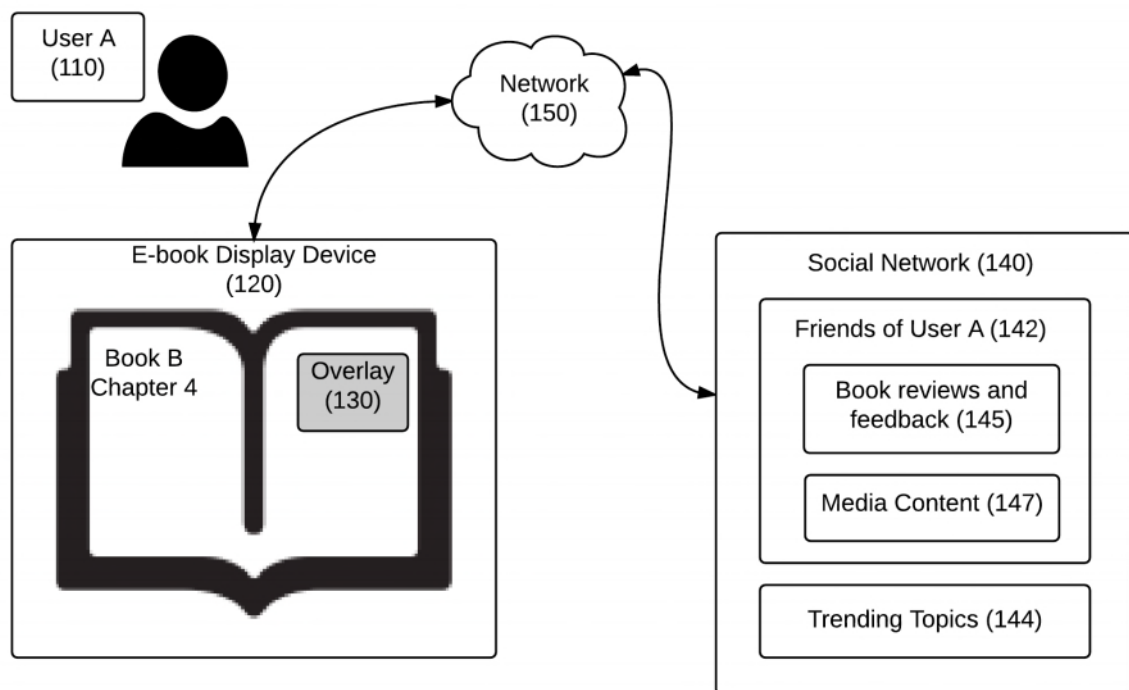


Fig. 1